

Consumer Confidence in the Digital Environment - eBay's perspective

Paloma Castro – Director Government Relations EU

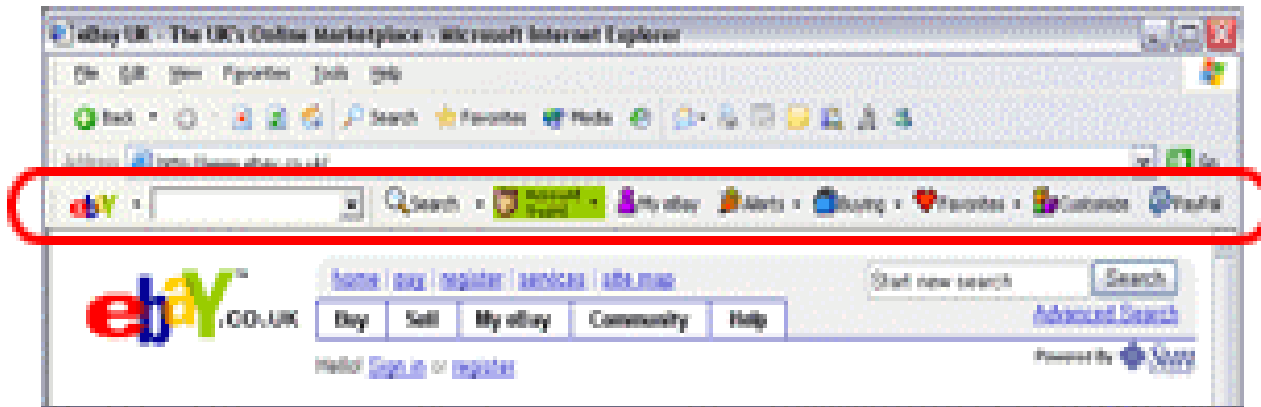
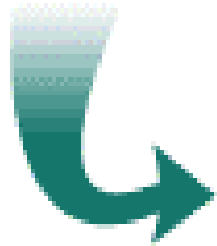
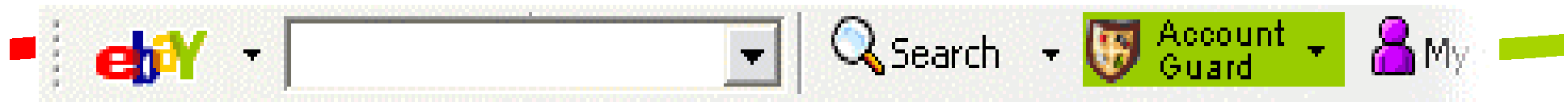
European Parliament, 24 January 2007



eBay Community



eBay toolbar with Account Guard



Green if you are on a verified eBay or PayPal website
Gray if you are visiting an unidentified website, and
Red if you are on a potential spoof site



Hello! [Sign in](#) or [register](#).

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[Home](#) > [Community](#) > [Feedback Forum](#) > **Member Profile**

Member Profile: debdouble (18 ★)

Feedback Score: 18
Positive Feedback: 100%

Members who left a positive: 18
 Members who left a negative: 0
 All positive feedback received: 21

[Learn about](#) what these numbers mean.

Recent Ratings:

	Past Month	Past 6 Months	Past 12 Months
positive	1	13	15
neutral	0	0	0
negative	0	0	0

Bid Retractions (Past 6 months): 0

Member since: 11-Jul-04
 Location: United Kingdom

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Feedback Received [From Buyers](#) [From Sellers](#) [Left for Others](#)

21 feedback received by debdouble (0 ratings mutually withdrawn)

Page 1 of 1

 Period:

Comment	From	Date/Time	Item #
very good to deal with prompt payment good ebayer	Seller cracklingpig (915 ★)	13-Oct-06 12:50	170036448857
Very fast payment and a pleasure to sell to, thanks again A+++	Seller leetopseller (419 ★)	28-Aug-06 22:11	320016857429
Fast payment-thanks. Great ebayer	Seller mindyaown (206 ★)	21-Aug-06 15:52	110020413651
Excellent Ebayer, 1st class buyer, highly recommended many thanks	Seller bobbles1 (196 ★)	17-Aug-06 17:18	150020213749
Excellent Ebayer, 1st class buyer, highly recommended many thanks	Seller bobbles1 (196 ★)	17-Aug-06 17:18	150020214847
Excellent Ebayer, 1st class buyer, highly recommended many thanks	Seller bobbles1 (196 ★)	17-Aug-06 17:18	150020216652
Perfect transaction. Welcome anytime. Thanks for shopping with teefa's gifts. A+	Seller teefa25 (1657 ★)	02-Aug-06 17:24	200012062844

SpooF (fake) emails



1

What is spoof email



SpooF emails can be a major problem for unsuspecting Internet users. Claiming to be sent by well-known companies, these emails ask consumers to reply with personal information, such as their credit card number, banking details or account password.

These deceptive emails are called "SpooF Emails" because they fake the appearance of a popular Web site or company in an attempt to commit identity theft. Also known as "hoax" or "phisher" emails, this practice is occurring more and more frequently throughout the online world.

[Learn More](#)

[Did You Know](#)

[Next Step](#)

Common Deceptive Tactics of a SpooF Email

The following slides will help you prevent falling for a SpooF email and protect your account. The lessons learned here can be applied not only on eBay, but wherever you do business online.

One common example of a SpooF Email can be seen on the right -- forms requesting personal information within the email are a clear indication of SpooF. Do not respond to these.

Think an email is a SpooF? Forward it to spooF@ebay.co.uk.

Did You Know...

The "From" field of an email can easily be altered - it is not a reliable indicator of the true origin of the email.

Report SpooF Email by Forwarding It to spooF@ebay.co.uk.

2

How to spot a spooF email

3

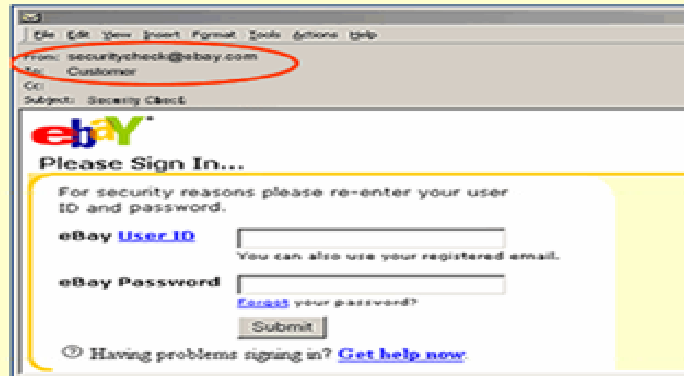
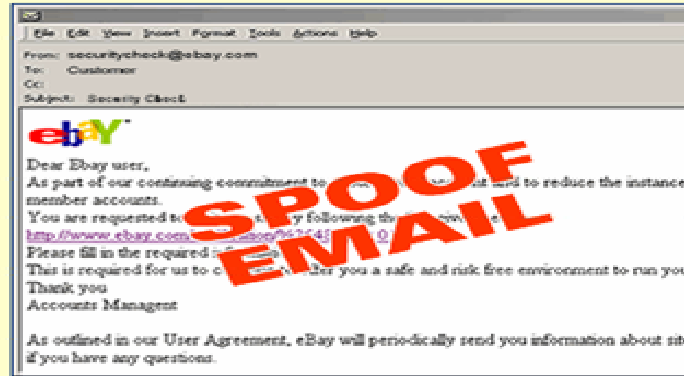
How to spot a fake website

4

What to do about spooFs

5

Protecting your account





Get Safe Online
Expert advice for everyone

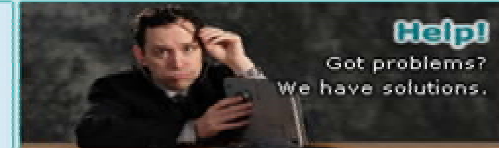
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Going online?

Check out our top ten safety tips.



It's as easy as ABC with our ten-minute internet safety guide. Our site is sponsored by the British government and leading businesses to give you free, objective advice.

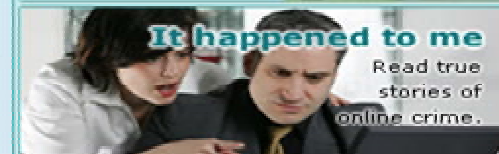


Help!

Got problems?
We have solutions.

Buying or selling online?

Don't get ripped off.



It happened to me

Read true stories of online crime.

Knowledgebase

- 1 Protect your PC**
Block viruses, hackers and other threats
- 2 Protect yourself**
Protect your family, money and privacy
- 3 Protect your business**
Extra advice for small businesses

Highlights

- James Bond's stupid password
- Young people and the internet
- Create a personal security checklist
- Take a risk-assessment quiz
- For Mac and Linux users

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- How to keep your browsing private
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How to Ensure Consumer Confidence Online



- Education on how to avoid fraud
- Access to information
- Technology to avoid misconduct
- Modernising existing legislation and equal application